Permit #F00024250

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00024250 **Type of Permit:** FILMING **Release Date:** 02/09/2010

Production Company THE MEDIA CHOICE

Insured Company Name THE MEDIA CHOICE
Contact Phone No. 1 770-904-4871
Contact Phone No. 2
Fax 678-482-5681
Address 988 FOWLER CREEK COVE
SUWANEE, Georgia 30024

Production Title PROBST/PURINA SMT

Type of Production TV Miscellaneous

Producer Jay Ariano

Director Jay Ariano

1st AD Rodney Hall

Production Manager Rodney Hall

FilmL.A. Coordinator Adrian Fayad

Location Manager Jay Ariano
Primary Phone Office - 770-904-4871
Secondary Phone Mobile - 678-231-1297

Location Assistant Ross Jacobs
Primary Phone Mobile - 770-401-7162
Secondary Phone Office - 770-904-4871

Fees

Permit Delivery Fee	$55.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$342.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,557.00

Number of Locations 1

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Summary Information — Location

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Insured Company THE MEDIA CHOICE
Production Title PROBST/PURINA SMT

Location Manager Jay Ariano
Primary Phone Office - 770-904-4871
Secondary Phone Mobile - 678-231-1297

Location Address 17550 Victory Blvd, Los Angeles, CA, 91316

Location Names

Location Type Park

Location Description Sepulveda Basin Dog Park

Film Dates 2/10/2010 - 2/10/2010 02:00 - 10:00

Open or Closed to the Public Open

Generic Conditions All Vehicles must be parked legally.
Must comply with attached Rec & Park Conditions
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Sepulveda Basin Dog Park 2010.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	3
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	1
Crew	8
Rec & Park Monitor required	1

Filming Activities Camera on sticks; Equipment on property; exterior live interviews;

Jurisdiction **Political:** Los Angeles City - Council District 12 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note 1 PARK FILM MONITOR REQUIRED. 2/9; 02:00 - 10:00 HOURS.

Parking

Base Camp
Location Type : LA City Park
Street : 17550 Victory Blvd, Los Angeles, CA, 91316

Crew Parking
Location Type : LA City Park
Street : 17550 Victory Blvd, Los Angeles, CA, 91316

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PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.

NOT A PERMIT

- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
- OK TO FILM AT THE SEPULVEDA BASIN DOG PARK.
- NO VEHICLES INSIDE WITH THE DOGS.
- COMPANY DOES NOT HAVE EXCLUSIVE USE OF THE PARK OR PARKING LOT.
- PARKING IS LIMITED AND THE COMPANY MUST BE CONSIDERATE OF PARK PATRONS.

F-24250 THE MEDIA CHOICE "PROBST / PURINA SMT"

NOT A PERMIT